

EXPO DESIGN & EVENT CONCEPT

LIVE
COMMUNICATION

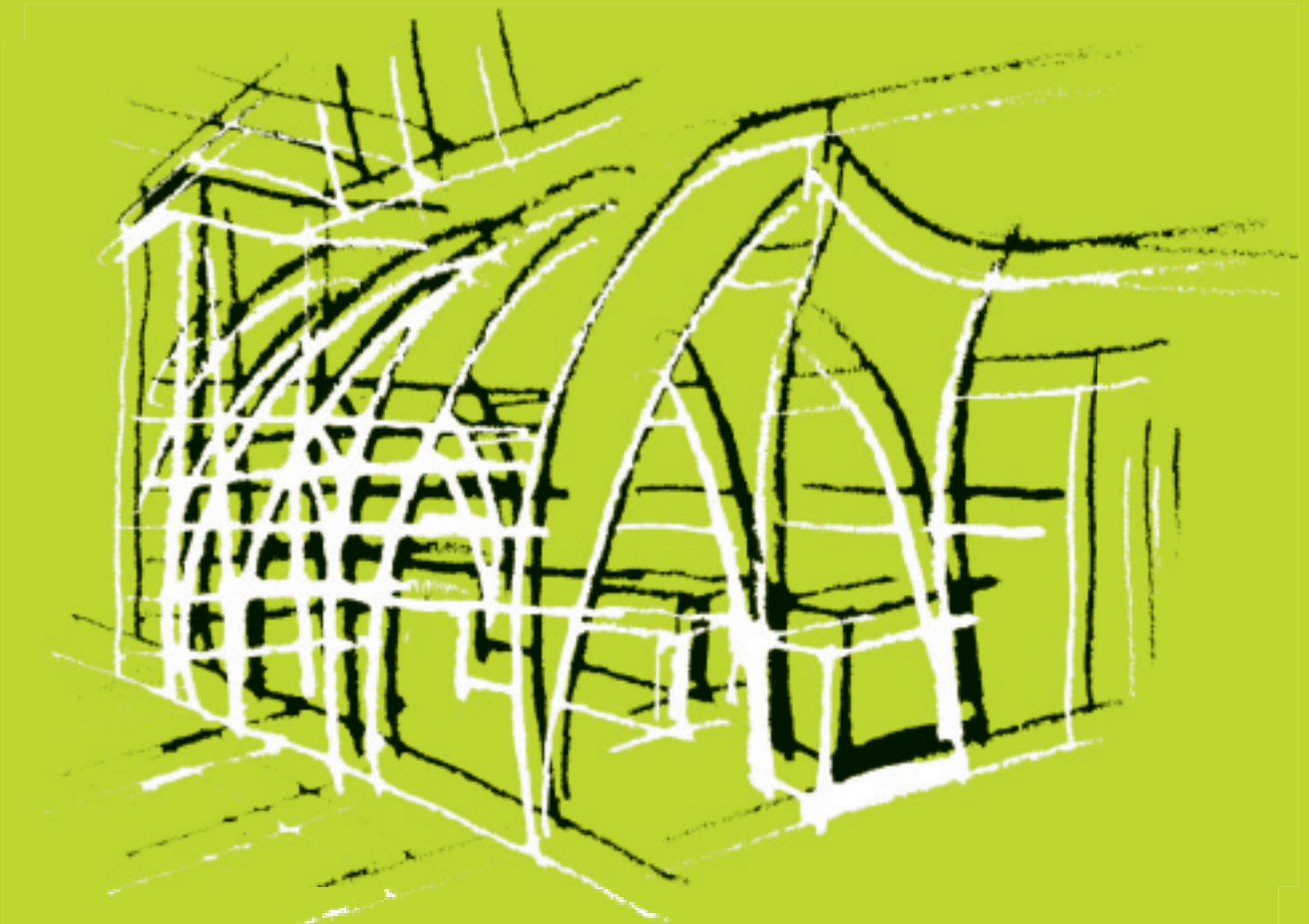
ARCHITECTS/
DESIGNERS

EXHIBITION
CONSTRUCTION
FIRMS

SYSTEM
MANUFACTURERS

SUB-
CONTRACTORS

E-Book: www.expodesign2008.com



m+a



PRINT

PRINT stands for the power of pictures, colour, the ability to touch and delve into presentation worlds.

+

E-BOOK

E-BOOK stands for videos, interactivity, and digital worlds. **PRINT + E-BOOK** means multimedia presentation whose impact absolutely hits the mark. Open the door to an exclusive customer approach.

PRINT + E-BOOK

EXPODESIGN & EVENTCONCEPT 2008

Print works – and it's going live

You celebrate brands and tell stories about a product with powerful images, innovative staging, and attention-riveting architecture, networking communications and marketing channels in the process – an art that moves and shakers in all spheres of live communication practice to perfection.

For the Dusseldorf EuroShop 2008 (February 23 – 27, 2008) m+a Verlag is publishing the 12th edition of EXPODESIGN & EVENTCONCEPT.

The bilingual (German/English) reference manual presents successful concepts and their implementation – and in the 2008 issue this will be done more emotionally than ever before as the print version goes live. At www.exposedesign2008.com EXPODESIGN & EVENTCONCEPT will additionally be published as an E-Book for the very first time, using the power of moving images on the internet – and what's more it's interactive. The E-stands not only for EXPODESIGN & EVENTCONCEPT, electronic book and EuroShop, but also for effective and effectful.

In attractively designed double-page spreads EXPODESIGN & EVENTCONCEPT shows corporate presentations from the sectors

- live communication
- architects/designers
- exhibition construction firms
- system manufacturers
- sub-contractors

With EXPODESIGN & EVENTCONCEPT's new interactivity marketing and advertising professionals in search of partners can now get an even better impression of the companies they might wish to work with. The quality of the presentations, embedded in a harmonious overall concept, makes the 12th edition of EXPODESIGN & EVENTCONCEPT another very unique planning tool with long-term impact and effect.

YOUR PRESENTATION POSSIBILITIES

For your presentation in EXPODESIGN & EVENTCONCEPT 2008 you can choose from various different presentation concepts providing lots of space for your pictures and sufficient room for editorial content. Since EXPODESIGN & EVENTCONCEPT is published bilingually, please deliver your copy in German and English. You are welcome to use our translation service for this. The style sheets for the double-page presentation designs can be found on the attached planning sheet or online at

www.exposedesign2008.com/download

Examples of presentations

UNIPLAN

live communication

Live Communication bringt Menschen und Marken zusammen.

Uniplan ist eine der führenden Agenturen für Live Communication. Unseren Kunden bieten wir das gesamte Spektrum der Live Communication: Analyse, Beratung und Erfolgskontrolle, Konzeption, Kreativ, Produktion und Umsetzung von Messeauftritten, Messer Events, Public Events, Corporate Events, Roadshows und Showrooms.

Mitarbeiter
400 Mitarbeiter in Europa und Asien arbeiten nach denselben einheitlichen Qualitäts- und Kreativstandards von Uniplan. Je nach Aufgabe sind wir strategischer Partner, kreativer Problemlöser, Am liebsten natürlich alles zusammen.

Geschäftsführer
Christian Brühne
Dr. Andrea Fleck

Gründung
1960, unibergeführt

Standorte
Kerpen (Agentursitz), Stuttgart, Paris, Budapest, Basel, Peking, Shanghai, Hongkong, Taipei

Locations
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Kunden – also Auswahl
Customers – just a taste

Agner, Alcatel, Arcor, Art Basel, AT&T, Atosira, Caterpillar, Deutsche Messe AG, Escada, Fiat, Honda, Kodak, Koolhaas, Konic Minolta, L'Oréal, MAN Nutzfahrzeuge, Mercedes-Benz, New Balance, Pentax, Porsche, Roll Benz, Smart, Sony, Toshiba, Toyota, Vauxhall, Volvo, Wells, Yamaha, ZF

SYMA-SYSTEM GmbH

SYMA definiert sich als innovativer Anbieter von Systemlösungen für die unterschiedlichsten Einsatzgebiete. Ob Ladefläche, Showroom, POS, Messestand oder Maschinenverpackung – jede dieser Geschäftsbereiche hat seine eigenen Anforderungen. Diese zu verstehen und darauf abgestimmte Lösungen zu erarbeiten, ist eine besondere Stärke der langjährigen Erfahrung und Sensibilität, individuelle Kundenbedürfnisse wahrzunehmen und umzusetzen. Die modularen Systemkomponenten eröffnen dazu einen fast unbegrenzten Spielraum in der Kombination und fördern die Kreativität. Dieses harmonische Zusammenspiel individueller Gestaltung ermöglicht sich als erfolgreiches Standardprojekt bis hin zu anspruchsvollen, designorientierten Großprojekten. Auch als Ladefläche und Vitrinenbau die Integration einer Lounge oder der Präsentation wertvoller Produkte. SYMA festigt seine Marktposition mit einem registrierten Angebot und Bereich Eventtechnik.

SYMA sees itself as an innovative provider of system solutions for a variety of application areas. Whether it's store interiors, displays, museum interiors, exhibition stands or machine areas has its own requirements. Understanding these and for them a particular strength of SYMA. It is based on many years of experience and the ability to look after individual customer needs and realize them. Modular system components open up almost unlimited scope for combinations and encourage creativity. This sophisticated technology and be a successful project as well as demanding, design-oriented large constructions. The components used for store interiors and showrooms construction also get a look-in again, whether for integrating a lounge or showrooms with a diversified range and supplements this with event technology.

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75 - Lichtgestaltung Light design	79 - Lochbleche Perforated sheets	82 - Messebau-Montage Stand construction installations
78 - Lichttechnik Lighting technology	80 - Metalltüren Metal doors	83e - Messebau-Unternehmen Deutschland Exhibition construction firms Germany
77 - Lichtverlegung Signage	80 - Metalltüren Metal doors	83b - Messebau-Unternehmen International

YOUR E-BOOK PRESENTATION

For the very first time, in the 2008 issue your presentation in the print reference medium will be replicated one-to-one in the E-Book at www.exposedesign2008.com. The E-Book is the digital version of the reference manual. Using 3D skimming animation based on Digital Flip® technology and a user-friendly interface, leafing through the pages is simulated, like reading a printed publication. The reader/user can conveniently leaf through the E-Book on-screen or select corporate presentations directly in the register. And the E-Book has yet more features. You have the possibility of enhancing your presentation with added multimedia functions such as videos or mouseover effect to enlarge your pictures, making it even more attractive and informative. It goes without saying that your presentation is also linked to your homepage.



Example of a layout (E-Book)

Examples of a 1/6-page ad in the address directory

FORMATS AND RATES

Book format 230 mm wide and 275 mm high

Basic font News Gothic 9/11 point
Please be sure to comply!

Printing method Offset sheet fed printing

Printing material

To guarantee optimum printing quality we recommend delivery of your photographic material and copy by data carrier or ISDN. Our separate guidelines apply to the acceptance of digital printing material. Kindly note the particulars on this in the attached insert or at www.expodesign2008.com/download.

Of course we will send you, free of charge, a colour-binding proof of the full page containing your presentation for your authorisation before going to press. Corrections by the author and the production of printing material will be charged at cost.

Paper 135 g/m² matte finish offset

Publication date February 2008

Advertising deadline September 14, 2007

Deadline for printing material September 24, 2007

Presentation in the columns Live Communication, Architects/ Designers, Exhibition Construction Firms, System Manufacturers and Sub-contractors:

1 double page 4c*

Flat rate for translation German/English

€ 3,980.–

€ 49.–

The background for the pictorial elements corresponds to Pantone 379C and will be produced by the publishers following delivery of your printing material.

Advertisement in the address directory:

1/6-page 4c*

Format: 205 mm wide x 38 mm high

€ 1,080.–

Address entry in the directory:

Per entry with full address,
phone/fax, email + internet address

€ 130.–

All the above forms of presentation include an entry in the address directory with page reference.

In addition all corporate presentations, ads and entries are published in the E-Book at www.expodesign2008.com.

Video sequence in the E-Book (price per video)

€ 390.–

Mouseover picture enlargement (price per picture)

€ 160.–

* European colour scale

CIRCULATION AND DISTRIBUTION

Print run 15,000 copies

Distribution system

In the interests of the companies represented here, as a matter of principle EXPODESIGN & EVENTCONCEPT is distributed only to companies that qualify for readership through a relevant questionnaire.

In a direct mailing approx. 43,000 companies in Germany and roughly 28,000 in Europe and overseas, all from the m+a database, are approached.

EXPODESIGN & EVENTCONCEPT is further promoted in m+a's own publications, in the marketing trade press and in a number of other specialist publications from industries active in exhibitions, with supplements and advertisements in Germany and abroad.

What is more, the title is presented at trade fairs and other trade events in which m+a takes part.

EXPODESIGN & EVENTCONCEPT is also available, subject to the requisite qualification, through www.m-averlag.com.

These marketing avenues are accompanied by intensive international presswork for EXPODESIGN & EVENTCONCEPT.

Companies and individuals that do not qualify as target readers by our standards are at liberty to subscribe privately to EXPODESIGN & EVENTCONCEPT for a nominal charge of € 25.00.

The E-Book at www.expodesign2008.com guarantees extra circulation.

PARTICULARS ON EXPODESIGN & EVENTCONCEPT RECIPIENTS IN 2005

1. Business function

(multiple responses)	
Managing director	36.8%
Exhibition department	40.2%
Procurement	2.3%
Advertising	21.5%
Marketing	32.6%
Sales	2.6%
Organisation	7.6%
Others	4.1%

2. Position in the company

Owner/managing director	32.4%
Salaried managing director	7.8%
Departmental head	38.5%
Others	21.3%

3. Responsible for

(multiple responses)	
Exhibition participations	72.0%
Corporate meetings	20.6%
Marketing events	47.3%
Incentives	14.6%
Advertising	52.8%

4. Exhibition participation as exhibitor

98% of the companies researched stated that they took part regularly in trade fairs and exhibitions.

At home they attended an average of **12.9 trade fairs** and exhibitions a year and abroad **7.2 trade fairs** and exhibitions.

5. The tradeshow participations are carried out (multiple responses)

by the company itself	63.7%
with the aid of external consultants	9.1%
with the aid of external exhibition construction firms	56.1%
with the aid of external exhibition designers/architects	20.8%
No particulars	9.2%

6. Events are staged by 68.2% of the respondents. On average this groups holds 8.1 events a year.

7. The marketing events are carried out

(multiple responses)	
by the company itself	54.8%
with the aid of a special event agency	24.9%
with the aid of an advertising agency	20.9%
with other outside aid	1.9%
No particulars	18.3%

The m+a advertising team would be pleased to advise you on all matters relating to your company's presentation in EXPODESIGN & EVENTCONCEPT 2008

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